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AMIGA™ PERSONAL COMPUTER OPENS NEW WORLD OF CREATIVE PROGRAMMING

Open Architecture, Powerful Features, Technical Cooperation

Generate Wave of Third Party Support

NEW YORK, July 23, 1985 — Even Alice eyeing Amiga through the looking glass would be surprised at the new worlds the Amiga reaches.

The machine's open architecture, dynamic sound and graphics capabilities and powerful multitasking operating system, are pathways to new worlds of creative programming. The arts, entertainment and social sciences as well as business enterprises outside number-crunching environments are for the first time the major beneficiaries of a new computer introduction.

"The Amiga opens a new range of programming possibilities," said Thomas J. Rattigan, president, Commodore Business Machines, Inc., North America Group. "Its limitations for most professionals are only defined by the user's imagination."

With the Amiga, software developers are offered progressively larger environments in which to write programs. The first level, 256K bytes of RAM, offers a memory size comparable to that used in most productivity packages today. A simple cartridge insertion in Amiga doubles the work space to 512K bytes for handling the most

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sophisticated desktop operation. Finally, a system expansion bus — supporting memory sizes up to 8 Megabytes as well as a host of high performance peripherals such as hard disk, tape backup and multifunction cards — allows developers to use Amiga in applications which were once the exclusive domain of mini and mainframe computers.

Commercial artists, interior designers, architects, builders, video producers, musicians, landscapers, research analysts and dozens of other occupational niches are no longer disenfranchised from the benefits of computer technology. Now developers can intertwine such standard features as four channel audio, digitized images, animation, video synchronization and a palette of over 4,000 colors to produce programs far more dynamic and stimulating than anything currently on the shelves. In short Amiga opens a wonderland of programming possibilities for the personal and professional computing markets.

Mr. Rattigan characterized the revolutionary force the Amiga represents. "The computer industry has relied on major innovations in hardware design at each stage of its history to reach new software plateaus of industry growth and user productivity," he explained. "The Amiga by virtue of its capabilities is the vehicle for advancing the industry to its next creative cycle."

According to Mr. Rattigan, Amiga software development has been underway since early 1984. More than 20 business, productivity, education, entertainment and programming packages will be published by Commodore for the Amiga on launch.

Additional development efforts are continuing at more than 75 nationally known independent software houses. Mr. Rattigan said these are aimed at providing a wide range of applications including nearly every vertical market niche.

The openness of the Amiga, Mr. Rattigan noted, extends beyond its system architecture. As part of its commitment to provide the best value in computing, Commodore has openly and aggressively sought third party developer support. Among the resources the company provides are three programming environments including use of the IBM® PC as a development host, beta machines, engineering support and complete technical disclosure. In May 1985 more than 80 independent companies attended the first Amiga developers conference in Monterey, California. In addition, Commodore also is developing joint marketing strategies to aid publishers in gaining recognition for distinguished products and has arranged for publication of complete Amiga technical specifications before the time of the launch.

"Our commitment to the independent developers is without qualification," said Mr. Rattigan. "What we are witnessing is a new era of software creativity made possible by the Amiga's unique capabilities as well as a new level of cooperation between Commodore and the third party community."

For Alice, the worlds she reached through the looking glass were imaginative delights of fancy. With the Amiga, third party software houses are developing solutions to problems and uncovering applications previously unaddressed by the computer industry, entering worlds where once only their fantasies would take them.

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